

THE NEW
BIG DATA

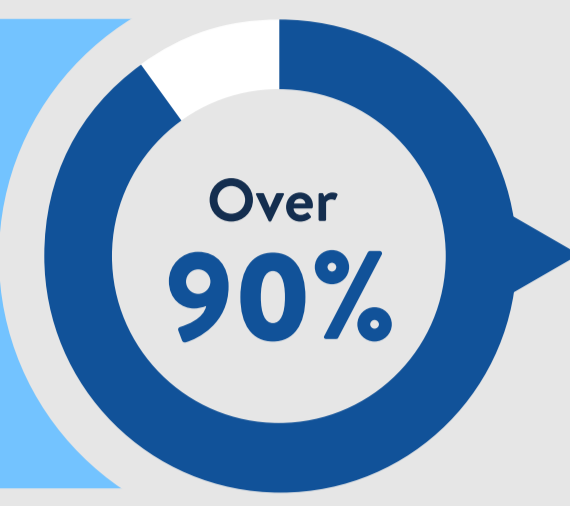
SUPERHEROS

BACK IN THE DAY...



Data was stored in silos

Database administrators decided what data was worth keeping



of customer interactions and machine data was **discarded**



Data that was too expensive to store was thrown out

NOT LONG AFTER...

Hadoop arrives on the scene



Companies can now afford to keep all their data

...But insight is hard to come by and data preparation is time consuming

BUSINESS ANALYSTS GIVE IT THEIR BEST SHOT

<p>Depend on others for access to data (Data Architect & IT)</p>	<p>Access to only 12% of all data (the data others prep for them)</p>	<p>Spend long hours to get answers</p>	<p>Try to answer questions using only one source</p>
<p>65%</p>	<p>88%</p>	<p>63%</p>	
<p>of business analysts believe data cleansing and preparation is too time consuming</p>	<p>of insights hidden</p>	<p>of business analysts don't have the capability to work iteratively</p>	

ENTER PLATFORA
BIG DATA ANALYTICS

<p>100%</p> <p>Access to 100% of the data</p>	<p>Answer any question by combining data from different sources</p>	<p>Work with the data directly using simple drag-and-drop tools</p>
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Platfora Turns Business Analysts into Big Data Superheroes

X-Ray vision: See all the data

- See it all with the Platfora Big Data catalog
- Peer into the data to decide what's important
- Create "lenses" (canonical data schemas) that can be reused and modified

Telepathy: Data analysis is collaborative

- Share data sets with a graphical interface
- Collaborate with data scientists for specialized analytics (cluster, product affinity, graph, predictive, and more)

Superhuman strength: Data is untethered

- Team up and build on colleagues' work to further data exploration
- Free the information locked in big data repositories

Superhuman speed: Data is streamlined

- A multi-step process that required multiple experts is whittled down to a **single step**
- Self-service at the speed of thought
- Get answers now, not later

So what are you waiting for?

What could you do if you could use **all the data** to **answer your own questions**, with **no waiting**?